



DONNA FIEDOROWICZ

Donna Fiedorowicz, a 1980 graduate of Central Connecticut State University, worked for the PGA TOUR for 24 ½ years. The PGA TOUR, located in Ponte Vedra Beach, Florida, is a tax-exempt membership organization of professional golfers. During her tenure at the TOUR, Donna held positions as Manager of On-site Marketing and Promotions, Director of Corporate Sales and Title Sponsor procurement and Vice President of the Champions Tour with oversight of management and operations of 30 national and international tournaments. In 2007, Donna was promoted to Senior Vice President, PGA TOUR Tournament Business Affairs. In that role, Donna's primary responsibility was oversight of the growth and development of each PGA TOUR tournament, both financially and operationally. She also led the development of strategic plans with each of the tournaments and their host organization board members to ensure long term health and success for not only the tournaments, but their respective title sponsors.

In January of 2012, Donna was charged with creating a new department (Tournament Activation & Outreach), focusing on driving attendance and revenue to events from non-traditional outlets. Specific initiatives included the creation of a Women's Initiative, Collegiate Days, Family Zone areas and sponsorship of Charity platforms to drive philanthropic donations.

Specific to the Women's Initiative, Donna conceived and created the Executive Women's Day program at PGA TOUR events. In September of 2014, Sports Business Journal selected Donna for recognition among their 2014 Class of *"Game Changers - Women In Sports Business"* that highlights women in the industry who have played key roles in their respective fields.

Donna played professional golf on the Futures Tour and came to the PGA TOUR from ESPN, where she managed major accounts that included the LPGA, PGA TOUR and the NFL.

In June 2015, Donna retired from the TOUR and continues to reside in Ponte Vedra Beach where she looks forward to spending more time at the beach, on the golf course and giving back to charitable causes.